



PILCH & BARNET MARKETING REPORT

2020 | Q1

January-March

MEETINGS

2020 Semi-Annual Meeting

Registration

- Set pricing, created registration form (hard copy and electronically)
- Printed and mailed form and emailed out to members
- Worked with accommodations and hosts
- Sent invoices, collected payments, sent receipts
- Entered mailed registrations into database
- Contacted registered members about refunds

Cancellation E-newsletter

- Sent an e-newsletter explaining cancellation of meeting

Conference Calls

- 1/27- MRPC Communications/Marketing Conference Call
- 2/5- MRPC Transportation Conference Call
- 2/14- Board Conference Call
- March- Transportation Committee AAR Conference Call- 1 per state
- 3/26- MRPC Transportation Conference Call- AAR

QUARTERLY E-NEWSLETTER

3/15 e-newsletter

- Subject line: Five reasons to drive the Great River Road this spring
- Wrote article: Five reasons to drive the Great River Road this spring
- Open rate: 24.3%
- Click rate: 7.3%

Great River Road travel stories | Order our free Great River Road map

[View this email in your browser](#)
[Forward to a friend](#)

Five reasons to drive the Great River Road this spring

Get out on the road this spring to explore the Great River Road, the National Scenic Byway that follows the Mississippi River from the northern Minnesota woodlands to the Gulf of Mexico in Louisiana. Here are five reasons you should take this uniquely American drive this spring.

[Read more](#)

PR/PUBLICITY

January

- Monthly radio interview with Winona radio station
 - Topic: Reasons to travel the Great River Road in 2020

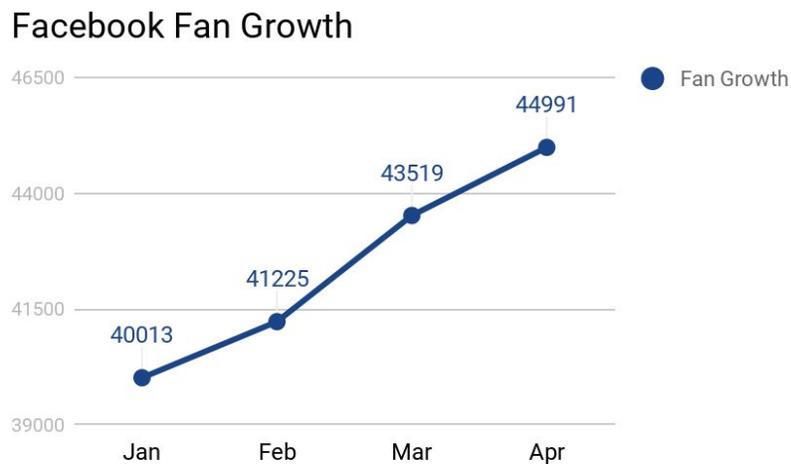
February

- Monthly radio interview with Winona radio station
 - Topic: Four places to love along the Great River Road

March

- Monthly radio interview with Winona radio station
 - Topic: Best spots to grab a beer along the Great River Road

FACEBOOK



Overview

- Facebook Fans: 44,991
- New Facebook Fans: 4,978
- Facebook Updates: 38

Facebook Top Posts

- 2/17/20 – “Everything you need to know before you go”
 - Drove traffic to experiencemississippiriver.com
 - 49,577 people reached, 12,201 reactions/comments/shares, 3,467 post clicks
 - 49,577 people reached organically
- 2/3/20 – “Hear from the roadtrippers who have driven the entire Great River Road”
 - Drove traffic to experiencemississippiriver.com
 - 27,944 people reached, 2,902 reactions/comments/shares, 661 post clicks
 - 6,091 people reached organically; 22,036 people via paid ad
- 1/25/20 – “Have you ordered your free 10-state Great River Road map yet?”
 - Drove traffic to experiencemississippiriver.com
 - 20,413 people reached, 1,093 reactions/comments/shares, 1,060 post clicks
 - 8,821 people reached organically; 11,111 people via paid ad

Demographics/Engaged fans

- 50% men/50% women (top age groups: 55-64 (17% men/16% women); 45-54 (17% women/16% men); 35-44 (13% men/12% women))
- Top engaged cities: Chicago, Louisville, Springfield (IL), Memphis, Des Moines (IA)

The Great River Road
February 17 · 🌐

Everything you need to know before you go.

EXPERIENCMISSISSIPPIRIVER.COM
The Great River Road – The Best Drive in America - Experience Mississippi River

1.1K 70 Comments 1.3K Shares

The Great River Road
February 3 · 🌐

Hear from some of the roadtrippers who have driven the entire Great River Road.

EXPERIENCMISSISSIPPIRIVER.COM
Notes from an epic adventure - Experience Mississippi River
While many people travel part of the Great River Road every year, a select...

2.3K 48 Comments 202 Shares

The Great River Road
January 25 · 🌐

Have you ordered your free 10-state Great River Road map yet?

EXPERIENCMISSISSIPPIRIVER.COM
Order a FREE Great River Road 10-state map - Experience Mississippi River

744 24 Comments 156 Shares

Facebook advertising

Page likes

- 121,137 impressions
- 6,717 clicks
- 5.54% click-through rate
- Added 4,720 fans

Post engagement

- 57,570 impressions
- 4,618 clicks
- 8.02% click-through rate

Takeaways

- The Great River Road Facebook page performed exceptionally well in Q1 of 2020, thanks to engaging content and robust Facebook advertising. We added nearly 5,000 fans and ended the quarter with nearly 45,000 fans on the page. Our advertising was particularly strong, with click-through rates above 5% (and above 8% on our post engagement ads), compared to the industry average of less than 1%.
- However, it's interesting to note that our most popular and engaging post for Q1 was not one that was promoted via advertising. On February 25, we shared a link to one of the pages on the experiencemississippiriver.com site ("The Best Drive in America," which is basically a repository of information about things along the route), which reached nearly 50,000 people, received more than 12,000 engagements (comments, likes and shares) and nearly 3,500 clicks to the page.



The Great River Road

Sponsored · 🌐



Drive the Great River Road, which follows the Mississippi River through 10 scenic states. Plan your trip today!



The Great River Road

The Great River Road National Scenic Bywa...



The Great River Road

Sponsored · 🌐



You'll see our Pilot's Wheel signs all along the Great River Road. Here's the story behind them.



EXPERIENCMISSISSIPPIRIVER.COM

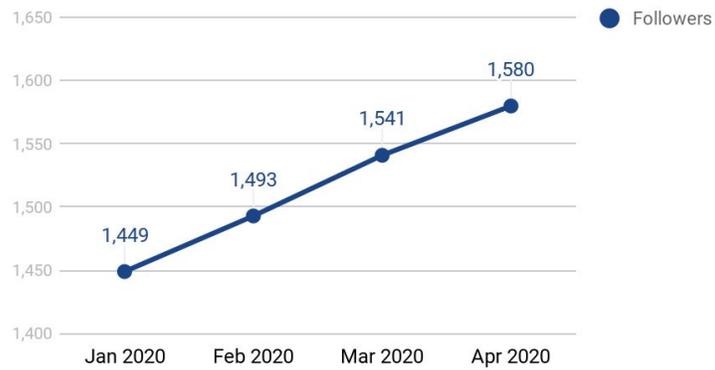
Follow the Pilot's Wheel along the Great River Road - Experience Mississippi River

👍❤️😮 1.1K

16 Comments 166 Shares

INSTAGRAM

Instagram Follower Growth



Overview

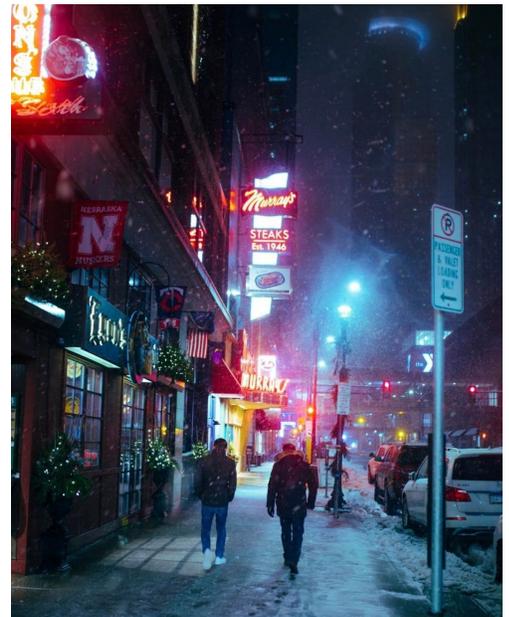
- Instagram Followers: 1,580
- New Instagram Followers: 131
- Instagram Updates: 13

Demographics/Engaged fans

- Top age ranges: 35-44 (30%), 45-54 (22%)
- Top locations: Alton, Godfrey, La Crosse
- Top gender: Women (64%)

Instagram Top Posts

- 2/1/2020– Midwest winters have their moments
 - 642 people reached, 84 engagements, 741 impressions

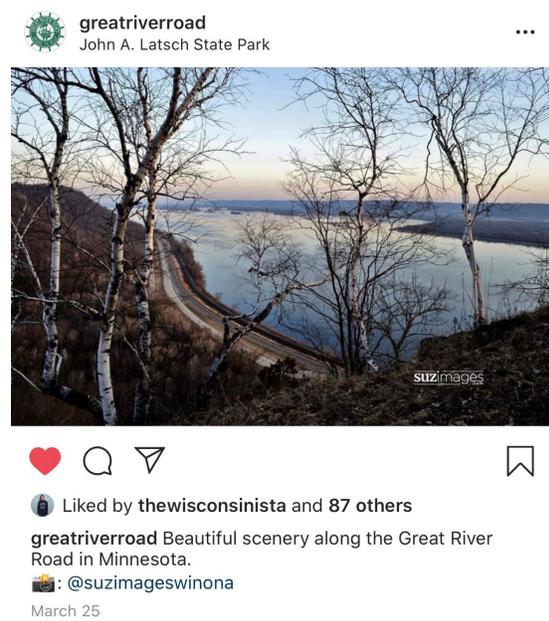


Liked by [thewisconsinista](#) and 83 others

[greatriverroad](#) Midwest winters have their moments 🌨️

February 1

- 3/13/2020- Beautiful shot along the Great River Road.
 - 671 people reached, 104 engagements, 761 impressions
- 3/25/2020– Beautiful scenery along the Great River Road in Minnesota.
 - 631 people reached, 93 engagements, 729 impressions

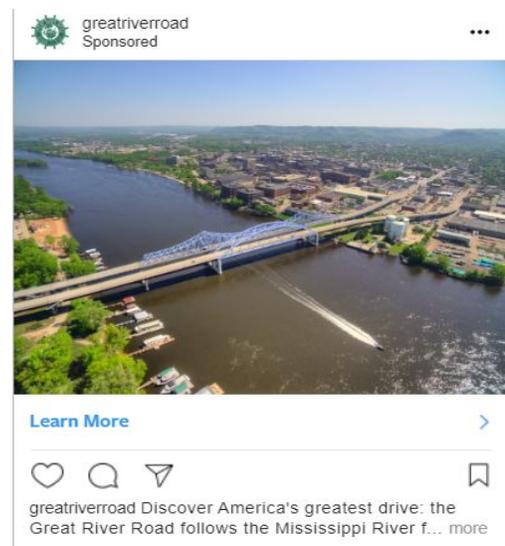


Instagram advertising

Post engagement

Post engagement on various posts; runs year-round

- 38,327 impressions
- 141 people clicked on the ad
- 0.37% click-through rate



WEBSITE

www.experiencemississippiriver.com		
2020-01-01 to 2020-03-31		
Total pageviews	112,600	
Total Unique pageviews	87,172	
Total sessions	54,010	
Unique users	46,723	
New users	89.8%	
Returning users	10.2%	
Pages viewed per session	2.1	
Time spent per page visited	0:52	
Avg. session duration	1:48	
Top 10 most visited pages		
	pageviews	avg. time on page
/the-great-river-road-the-best-drive-in-america/	22,733	1:32
/interactive-tools/order-a-free-great-river-road-10-state-map/	12,514	2:02
homepage	6,872	1:10
/river-attractions/	4,657	2:26
/interactive-tools/webcams/	4,451	1:22
/interactive-tools/fun-facts/	3,685	3:31
/itineraries/	3,307	1:10
/app/	2,797	3:26
/five-reasons-to-drive-the-great-river-road-this-spring/	2,126	1:40
/flavors/	2,006	0:55
Top 10 Referring Sites		
	sessions	avg. session duration
facebook.com	16,861	0:43
thediscoverer.com	1,998	1:50
kiddle.co	97	0:35
mailchi.mp	89	1:50
baidu.com	88	0:00
doityourselfrv.com	60	3:53

styleblueprint.com	59	2:27
secure.pilchbarnet.com	58	1:36
pinterest.com	46	1:18
thrillist.com	44	1:17
Top 10 Metro Areas		
	sessions	avg. session duration
Chicago IL	4,889	1:13
Minneapolis-St. Paul MN	4,297	1:51
St. Louis MO	2,416	1:21
Madison WI	1,519	1:30
La Crosse-Eau Claire WI	1,458	1:15
Milwaukee WI	1,426	1:55
Cedar Rapids-Waterloo-Iowa City & Dubuque IA	1,228	1:06
Los Angeles CA	1,214	1:55
Dallas-Ft. Worth TX	1,021	1:17
Atlanta GA	995	1:52
Top Channels		
	% sessions	avg. session duration
Organic Search	42.9%	2:31
Social	31.4%	0:43
Direct	19.3%	1:55
Referral	6.4%	1:55
User demographics		
age	% sessions	avg. session duration
65+	29.6%	1:48
55-64	26.5%	1:37
45-54	16.2%	1:25
25-34	12%	1:37
35-44	11.2%	1:23
18-24	4.5%	1:26
gender	% sessions	avg. session duration
female	57.9%	1:33
male	42.1%	1:40

Device usage	% sessions	avg. session duration
Mobile + Tablet	60%	1:41
Desktop	40%	2:24

Blog posts

- Resolve to drive the Great River Road in 2020 (January 6)
- Fall in love with the Great River Road (February 10)
- Great beer stops along the northern Great River Road (March 1)
- Five reasons to drive the Great River Road this spring (March 2)

Web maintenance

- CRM update for Arkansas
- App maintenance
- Monthly web checks and site updates
- Flipped website to spring content on March 23

Media pickups page

- Created “The Great River Road in the News” page in February - collection of recent and notable media coverage of the Great River Road and MRPC content will be updated quarterly.

Takeaways

The site performed very well in Q1 2020, especially in the background of a growing global pandemic that temporarily disrupted travel on the byway. Pageviews were up about 9 percent compared to Q1 2019, although they fell off in the end of the quarter as shelter in home orders took effect in many states. Pageviews in March were down about 32 percent compared to March 2019-the drop was largely due to a drop in organic traffic as people were not searching for travel information. Strong-performing Facebook posts helped lift site traffic this quarter-- about a third of visitors came from social media, compared to just 7 percent in 2019. As we navigate the pandemic, social media will continue to be an important way to continue to stay engaged with audiences, drive traffic to the site and inspire people to travel the route, as soon as it's safe and feasible. Many of the areas of the site performed well this quarter, including the “Best Drive in America” page and the map ordering page. The webcams page also has become a top page on the site (fifth-most-viewed) and as travelers are temporarily sidelined, it offers a virtual travel experience on the route.

ADMIN/MISCELLANEOUS

Financial/Bookkeeping

- Collected, filed and organized cash and check donations, meeting registrations, and dues
- Paid related expenses
- Monthly Check reconciliation and financial reports

Fulfillments

- 3,015 fulfillments in 1st quarter
 - Includes online requests and phone requests
- Mailing Materials: print envelopes and letters
- Corresponded to emails, followed up on phone calls/voicemails, research
- Sent four certificates to those who drove the entire Great River Road and shared their story

All-American Road (AAR)

- Updated All-American Road page on Experience Mississippi River site with proper resources.
- Sent doodle polls for each state transportation teleconference.